

KIRTI NAGAR DELHI

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Store Performance Report

53 Critical

Multiple KPIs triggered alerts; immediate follow-up is required.

Primary KPIs

KPI	Value	Status
Pickup conversion (total)	68.82%	Needs Attention
Pickup conversion (new)	65.45%	Good
Pickup conversion (existing)	73.68%	Needs Attention
Delivery within TAT	12.0%	Critical
Undelivered >10 days	8	Critical
Total undelivered orders	21	Needs Attention
Repeat customer contribution	41.94%	Needs Attention

Secondary Indicators

Metric	Value
FTD revenue	₹ 11513.0
High value orders (>₹800)	19
Undelivered snapshot today	0

Today's Operating Snapshot

Metric	Total	Note
Leads captured	3	Down by 5.0 compared to the previous report.
Pickups	93	Up by 1.0 compared to the previous report.
Deliveries	79	Up by 6.0 compared to the previous report.
New customers	55	Flat versus the previous data point.
Repeat customers	13	Flat versus the previous data point.

Recommendations

Highlights

- No standout wins logged – maintain steady execution tomorrow.

Focus Areas

- Pickup conversion dipped – review lead quality and outbound follow-ups.
- Undelivered order backlog is elevated.
- Orders pending beyond 10 days require urgent intervention.
- Repeat customer contribution softened today.

Actions for Today

- Audit today's leads and coach the team on callbacks to lift conversion.
- Run an escalation huddle with the delivery team; prioritise oldest cases first.
- Call customers with >10 day delays and align revised ETAs by 11am tomorrow.
- Plan a targeted WhatsApp nudge to the last 30 repeat buyers with offers.

Undelivered Orders (Action List)

Order ID	Order Date	Del. Date	Age	Net Amount	Delivered (Y/N)	Comments
T846	2025-10-30	2025-11-03	14	2408.00	[]	
T851	2025-11-01	2025-11-05	12	2000.00	[]	
T852	2025-11-01	2025-11-05	12	608.00	[]	
T868	2025-11-03	2025-11-07	10	350.00	[]	
T870	2025-11-03	2025-11-07	10	1200.00	[]	
T874	2025-11-04	2025-11-08	9	1138.00	[]	
T881	2025-11-06	2025-11-10	7	770.00	[]	
T883	2025-11-06	2025-11-10	7	1120.00	[]	
T889	2025-11-08	2025-11-11	6	840.00	[]	
T898	2025-11-08	2025-11-12	5	400.00	[]	
T906	2025-11-09	2025-11-13	4	325.00	[]	
T909	2025-11-09	2025-11-13	4	500.00	[]	
T921	2025-11-11	2025-11-15	2	800.00	[]	
T922	2025-11-11	2025-11-15	2	400.00	[]	
T924	2025-11-11	2025-11-15	2	550.00	[]	
T925	2025-11-12	2025-11-15	2	280.00	[]	
T929	2025-11-12	2025-11-15	2	840.00	[]	
T927	2025-11-12	2025-11-16	1	1105.00	[]	
T928	2025-11-12	2025-11-16	1	0.00	[]	
T930	2025-11-13	2025-11-17	0	500.00	[]	
16134.00						

Order ID	Order Date	Del. Date	Age	Net Amount	Delivered (Y/N)	Comments
T946	2025-11-14	2025-11-17	0	0.00	[]	
				16134.00		

Missed Leads – Not Converted (Action List)

Phone	Customer Name	Pickup Created Date / Time	Pickup Time	Source	Customer Type	Lead Converted	Comments
9868892822	mamta thapar	2025-11-03 19:09:29	2025-11-04 10:00 AM - 12:00 PM	Super Admin	Existing	[]	
8447002609	Ivneet	2025-11-04 16:56:05	2025-11-05 12:00 PM - 2:00 PM	Customer App	Existing	[]	
9267922602	Poonam	2025-11-08 22:15:08	2025-11-09 10:00 AM - 12:00 PM	WhatsApp	Existing	[]	
7011920300	Sunil bansal	2025-11-09 14:27:49	2025-11-09 4:00 PM - 6:00 PM	WhatsApp	Existing	[]	
9943638682	Shubham Jha	2025-11-12 12:22:47	2025-11-12 2:00 PM - 4:00 PM	Customer App	Existing	[]	
9564656507	Madhuresh	2025-11-12 15:52:09	2025-11-12 4:00 PM - 6:00 PM	Customer App	Existing	[]	
9977861300	Sanskriti	2025-11-15 12:43:00	2025-11-16 12:00 PM - 2:00 PM	Customer App	Existing	[]	
8865853005	Vijendra Singh	2025-11-16 09:14:03	2025-11-16 12:00 PM - 2:00 PM	Customer App	Existing	[]	
7000584674	Rishabh Chaurasia	2025-11-16 15:19:05	2025-11-16 6:00 PM - 8:00 PM	Customer App	Existing	[]	
9891612251	Rahul Gandhi	2025-11-16 19:53:05	2025-11-17 10:00 AM - 12:00 PM	Customer App	Existing	[]	
9667494981	Lokesh	2025-11-05 18:33:43	2025-11-07 6:00 PM - 8:00 PM	Customer App	New	[]	
7838318188	Kanishka Jain	2025-11-07 22:19:56	2025-11-09 12:00 PM - 2:00 PM	Customer App	New	[]	
9136405585	Tavish kanodia	2025-11-08 16:54:38	2025-11-08 6:00 PM - 8:00 PM	WhatsApp	New	[]	
8157880158	Joy	2025-11-08 20:24:28	2025-11-09 10:00 AM - 12:00 PM	WhatsApp	New	[]	
8826678944	Shubham Bahl	2025-11-09 17:03:29	2025-11-10 2:00 PM - 4:00 PM	Customer App	New	[]	

Phone	Customer Name	Pickup Created Date / Time	Pickup Time	Source	Customer Type	Lead Converted	Comments
8290946338	Rajat Jain	2025-11-09 18:42:45	2025-11-12 10:00 AM - 12:00 PM	Customer App	New	[]	
8790556105	khusbooo	2025-11-10 16:36:16	2025-11-10 6:00 PM - 8:00 PM	Super Admin	New	[]	
9818588486	Sanjay Bahl	2025-11-11 08:48:15	2025-11-11 10:00 AM - 12:00 PM	WhatsApp	New	[]	
9034243898	Manoj Bansal	2025-11-11 15:21:08	2025-11-11 4:00 PM - 6:00 PM	Customer App	New	[]	
9312274093	bhushan	2025-11-12 19:12:21	2025-11-13 10:00 AM - 12:00 PM	Super Admin	New	[]	
9446054495	Hi, I want to know more about Tumbledry	2025-11-12 20:17:09	2025-11-16 10:00 AM - 12:00 PM	WhatsApp	New	[]	
9625084440	Chahak	2025-11-14 14:50:28	2025-11-14 4:00 PM - 6:00 PM	Super Admin	New	[]	
7988396698	shrishti	2025-11-14 19:49:31	2025-11-15 10:00 AM - 12:00 PM	Super Admin	New	[]	
9316141590	Jagpreet Singh	2025-11-15 13:31:50	2025-11-15 2:00 PM - 4:00 PM	WhatsApp	New	[]	
9123195900	Abhinav	2025-11-15 18:25:34	2025-11-16 10:00 AM - 12:00 PM	Customer App	New	[]	
9634318678	Mohit	2025-11-16 13:27:03	2025-11-16 2:00 PM - 4:00 PM	Customer App	New	[]	
8340736546	CHIRAG KATARUKA	2025-11-16 14:26:40	2025-11-16 4:00 PM - 6:00 PM	Super Admin	New	[]	
9999483533	KIRTI	2025-11-16 18:13:10	2025-11-18 6:00 PM - 8:00 PM	Super Admin	New	[]	
9818169938	Prakriti	2025-11-16 19:15:47	2025-11-17 6:00 PM - 8:00 PM	Customer App	New	[]	